



The Royal Oak Summer Concert Series has been a part of Royal Oak's summer entertainment scene since 2013. This family-friendly music series had been produced by the Royal Oak Commission for the Arts and supported by the DDA and the City of Royal Oak until this year.

2022 marks the first year that the Royal Oak Chamber of Commerce will be planning this community favorite. For six consecutive Thursdays, music enthusiasts can grab lawn chairs and blankets and head to downtown Royal Oak for weekly live performances by some of the area's top bands and up and coming talent. Make a whole night of it by grabbing dinner at one of the many downtown restaurants.

# ROYAL OAK *Summer Concert* SERIES

July 21,28  
August 4, 11, 18 & 25  
6-9 pm  
2022



# ROYAL OAK *Summer Concert* SERIES

## Event and City Fast Facts:

Series began:	2013
Average weekly attendance (2019):	1,500 attendees per week
Bands per week:	3-5 (all genres and ages)
Royal Oak Population:	58,211 (2020)
Bachelor's Degree or Higher:	59.5%
Median age:	35.80
Average Household Income:	\$81,665

Produced by:



Supported by:



# Summer Concert Series Premier Sponsor \$10,000 (one available)

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- 10 x 10 space at all six concerts
- Logo on 300 posters distributed throughout Royal Oak
- 10 ft. banner with logo on main stage for all six concerts
- Stage introduction of premier sponsor representatives by local/county/ or state representatives ( e.g. Royal Oak Mayor, County Commissioners , State Reps)
- Six “shout-outs” from main stage by DJ/event organizers premier sponsor through out each date
- Logo on printed materials for all six concerts including event signage, posters and advertisements
- 12 Social media posts (2 each week for six weeks)
- Banner on ROCC Website for Six Weeks ( dimensions will be sent to sponsors graphic design team)
- Listed as premier sponsor in press release sent to local media outlets
- Monday Morning Memo recognition for six weeks ( memo is sent to over 3,000 people each week including chamber members, residents, elected officials, and friends of the chamber
- Recognition on Woodward sign for six weeks ( Average daily traffic according to MDOT- 53,000 vehicles)







# Summer Concert Series Children's Area \$5,000 (one available)

**SOLD**

- 10 x 10 space in the event
- Logo on 300 posters distributed throughout Royal Oak
- 10 ft. banner with logo on main stage for all six weeks
- Six "shout-outs" from stage throughout the event for all six weeks by either our DJ or event organizers
- Logo on all printed materials for all six concerts including event signage, posters and advertisements
- Six social media posts (one each week for six weeks during concert series)
- Banner on ROCC Website for Six Weeks ( dimensions will be sent to sponsors graphic design team)
- Listed as children's area sponsor in press release sent to local media outlets
- Monday Morning Memo recognition for six weeks ( memo is sent to over 3,000 people each week including chamber members, residents, elected officials, and friends of the chamber
- Recognition on Woodward sign for six weeks ( Average daily traffic according to MDOT- 53,000 vehicles)

# Summer Concert Series Weekly Sponsor \$2,500 (six available)

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- Logo on signage at concert for one concert
- Logo on 300 posters distributed throughout Royal Oak
- Sponsorship acknowledgement from the stage by DJ and/or event organizers
- Logo on printed advertisements for all six weeks
- Two social media posts week of sponsorship
- One week on the ROCC website
- Mention in press release sent to multiple media outlets
- Monday Morning Memo recognition for one week ( memo is sent to over 3,000 people each week including chamber members, residents, elected officials, and friends of the chamber)





# Summer Concert Series Friend \$500

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- Logo on 300 posters distributed throughout Royal Oak
- Logo on signage during all six concerts
- Sponsorship acknowledgement from the stage by DJ and/or event organizers
- Logo on printed advertisements for all six weeks
- Two social media posts





# Summer Concert Series Concert Heroes \$100

(RO Chamber members only)

- Logo/name on “Thank You to Our Summer Concert Series Heroes” signage near stage/on stage (tbd)

*Your logo/name will be one of several other members logos/names on signage that will be displayed for all six weeks.*











Need More Information?

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Focus: Local

Shop: Small

Think: Big